



DIGITAL EMPLOYER BRANDING AUDIT

INTENSIVE IMPLEMENTATION CONSULTATION

DATA DRIVEN HR MARKETING / DIGITAL EMPLOYER BRANDING AUDIT

Web 2.0 has changed user behaviour and expectations and profoundly influenced employer branding: visibility, contents and technical innovations are inseparably interlinked. Optimize your digital employer branding and keep pace with digitalization and with your applicants.

WHY AN AUDIT?

► **More Effective Recruitment**

Our analysis shows where you stand and what separates you from an optimal employer branding strategy.

► **Specialist Knowledge *Digital Recruiting***

Get up-to-date with technical standards, user expectations and search engine optimization specifically for employer branding.

► **Competitor Analysis & Insights**

Gain unexpected insight into employer branding in your industry and into relevant internet trends.

► **Specific Optimization Strategies**

Clear goals and appropriate strategies expand your scope of activity and enhance your performance.

AUDIT



I. TMR-ANALYSIS

Our TMR software subjects your employer branding measures to an **effectivity analysis** and reveals specific ways in which you can improve them. TMR generates **benchmarks** enabling you to compare your performance with that of your competitors. This gives you valuable insight which enables even more targeted optimization.



II. OPTIMIZATION PLAN & EMPOWERMENT

We expand your skill set so that you can optimize your career site autonomously. The core topic areas of our audit are as follows:

Module I: Basis

- ✓ Digital Job Hunting
- ✓ Digital Employer Branding
- ✓ Candidate Experience

Module II: Content

- ✓ Target Group Analysis
- ✓ Touchpoints for Target Groups
- ✓ Relevance & Quality of Information

Module III: Technology

- ✓ Usability
- ✓ Functionalities
- ✓ Web Standards



III. OPERATIONAL IMPLEMENTATION *(optional)*

We are happy to take on the operational implementation of the strategies drawn up by us, for example in the form of career site and job ad optimization or even the relaunch of your entire website.